

Maximizing of Local Community Empowerment Based on Social Capital Coordination Action in Tourism Development

(A case in Bunaken Island)

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Abstract—The development of the tourism industry on Bunaken Island has opened up employment opportunities which lead to improved welfare of local communities. In the framework of social-based community empowerment, it is necessary to examine constructively the social capital contained in the people on the island. How are the parties involved in community empowerment action-based coordination activities. But in observing the researchers the empowerment of local communities is not optimal in the implementation of Bunaken Island. The purpose of this study was to examine the empowerment of local communities based on social capital action coordination in tourism development on Bunaken Island. Case study methods carried out were observation, interviews and documentation directly in the field. Data sources were informants selected in a snowball model. The data obtained were reduced, displayed and verified. The data were tested using triangulation methods (source, technique, and time) and check of member. Empirical findings show that community empowerment has developed such as knowledge, skills, attitudinal abilities, and capacity, as well as social capital action coordination in supporting tourism potential on Bunaken Island. Even though there are still obstacles, but because empowerment is an ongoing process, it is hoped that these obstacles will be overcome.

Keywords—*local community empowerment, social capital coordination action, tourism development*

I. INTRODUCTION

Currently the empowerment of local communities in developing countries is still lacking, because the pattern of emphasis is still more focused on natural capital and economy such as technology and management. A lot of local wisdom that is owned by the community is generally marginalized, in that it is a social capital as the basis of the building whose name is society. The Indonesian nation which has ± 250 ethnic groups spread across the archipelago, also has a lot of local wisdom that is inherent and even well maintained. An Example of grounded local wisdom in Indonesia is mutual cooperation. This culture is almost the same in all ethnic groups in

Indonesia, although the language aspect is different, but the soul is the same.

Empowerment of local communities should be built based on or in accordance with a pattern of empowerment that is populated or just, where the role of social capital becomes very important to be considered in order to achieve the expected goals in empowering the community itself. Under certain conditions many community empowerment.

The current government has determined that Indonesia's development starts from the outermost region or territorial waters, including various large and small islands that belong to the territory of the Republic of Indonesia. So far, the outer islands seem to have never been touched by equitable development and starting in the past three years the government has been very concerned about building and prospering coastal and island communities. Linked to tourism, tourism is currently the leading sector designated as the top priority where other fields must provide support for tourism development. Programs fail in the field due to ineffective and innovative approaches, and because the territory of Indonesia is $\frac{3}{4}$ an ocean that controls land, then the priority of tourism development must be marine tourism.

One community empowerment program that needs to be promoted is a local community empowerment program based on social capital that supports tourism potential in certain regions. The essence of this activity is how the existing and owned social capital of the community is empowered to support the development of regional tourism potential that can enhance the strengthening of the economy with productive business capital, which comes from the community in the form of social capital education, health, religion, environment, marine resources, fisheries, settlements and infrastructure.

North Sulawesi Province has considerable tourism potential, especially marine tourism. One of the most famous tourist destinations in the world is diving, which is in the Bunaken National Park. The development of the tourism

industry in the region has opened job opportunities which certainly lead to the improvement of the welfare of local communities. In the context of social-based community empowerment, it is necessary to constructively examine the social capital contained in the community on Bunaken Island as a center for the development of the tourism industry. How are the parties involved in empowerment and development activities that have been carried out, the type of empowerment of local communities and the importance of coordination between the parties involved in empowering the community on Bunaken Island.

In the observations of researchers, one aspect of empowering local communities, which often runs not maximally in the community on Bunekan Island is the empowerment of social capital action coordination. Indeed, this aspect has been done, but it is not optimal, so it needs to be improved. For example, there are several empowerment factors that require coordination with the city government, such as clean sea activities; namely the collection of garbage from the sea and the coast, the entry of tourists to the area, and the sale of less active handicrafts. It is necessary to coordinate action among the various parties who are stakeholders of tourism in Bunaken Island. Coordination between sectors involved in community empowerment is weak. The purpose of this study was to examine the empowerment of local communities based on social capital action coordination in tourism development.

II. LITERATURE STUDY

A. Empowerment

Conceptually empowerment or empowerment comes from the word "power" (power or empowerment). The main idea of empowerment is closely related to power, and power is often associated with the ability to make other people do what we want. Empowerment is a process where people will be strong enough to participate in various sales, various controls and influence events and institutions that influence their lives.

Empowerment emphasizes that people will acquire sufficient skills, knowledge and power to influence the lives and lives of others of concern [1]. Meanwhile, community empowerment is a concept of economic development that summarizes social values. The concept reflects a new paradigm of development that is "people centered, participatory, empowering and sustainable" [2].

Whereas according to Hikmat [3] empowerment is basically to give strength to those who are lacking or powerless, so that they can have the power that is the basic capital of self-actualization. Self-actualization is one of the basic needs of humans, so empowerment is not only directed at individuals but also collectively.

More clearly as Rukminto [4], states that there is a main goal in empowering the potential of a society that is to help clients obtain the power to make decisions and determine the actions they will take, which are related to themselves, including reducing the effects of barriers personal and social in taking action. That community empowerment is part of the problem of how individuals, groups or communities try to control their own lives and strive to shape the future according

to their desires with various efforts carried out both in groups and individuals so that together in groups, they maintain life from various challenges faced.

Based on some of the above theories, it can be concluded that empowerment must actually involve the participation of the community or society to become the most profitable choice in the future. This is based on the various potentials of the community so that the problems they face are more profound so that the community has better ability to provide solutions to each of the more fundamental problems.

B. Community Empowerment Based on Social Capital

Etymologically social capital has an understanding of capital owned by the community in empowering the community. This capital is a combination of something that is material and non-material. Material has the meaning of ownership related to financial assets owned, while non-material capital is in the form of mutual trust (trust) and gathering system (community system) in a society [5].

Furthermore, it is said that social capital is mainly related to the values of a social network that binds certain people (who usually have certain similarities, such as the similarity of work, place of residence, ethnicity, religion and so on) and bridging) between different people, with a reciprocity exchange norm.

Social capital emphasizes the potential of groups and patterns between individuals in a group and between groups with room for attention to social networks, norms, values and beliefs to those born to group members and become group norms. The essence of social capital is how the ability of people in an ethnic or group to work together to build a network to achieve the expected goals together by forming a unified whole and interconnected with one another, can provide influence both individually and in groups in the community itself.

C. Coordination Actions

Coordination can be explained as a coordination or a situation that is coordinated; a position or relation of a condition that is coordinated; a harmonious adjustment or matching or harmonious action [6]. So, coordination actions are actions that are coordinated into something harmonious.

According to Hasibuan [7], coordination is the activity of directing, integrating and coordinating elements of management and the work of subordinates in achieving organizational goals. While, coordination is the process of integrating goals and activities in separate units (departments or functional fields) in an organization to achieve goals efficiently and effectively [8].

So, it can be concluded that coordination can be defined as an activity objective by directing each department or functional field to achieve organizational goals efficiently and effectively.

D. Local Community

Local communities are a group of people who carry out daily life based on habits that have been accepted as generally

accepted values but not entirely dependent on certain coastal and small island resources. Abidin concerning Management of Coastal Areas and Small Islands [9].

Whereas Abidin [9] mentioned that the local community is a unity of human life in a particular area that interacts according to certain customs systems which are continuous and bound by a sense of shared identity. The community lives together in a community, who keeps walking together for a long time, lives in a certain area, has the same culture, customs, traditions, attitudes and feelings that are relatively the same, and does some of the activities in the group / collection of humans.

So, in short it can be concluded that the local community is a human unit that has lived a long time in a particular area, and has the same feeling, has formed the same habits and culture in the rules that are bound together.

E. Tourism

According to Spillane [10] tourism is a temporary journey from one place to another which is carried out by individuals or groups as an effort to seek balance and happiness in the environment in the social, cultural, natural and scientific dimensions. Furthermore, Mathieson [11] states that tourism is a temporary movement of people to an area outside their place of residence and workplace, the activities carried out guarantee them during their stay in the destination and facilities made to meet their needs. Pedit [12] states that tourism is a combination of symptoms and relationships that arise from the interaction of tourists, business, government, host and community in an interesting process and serve tourists and other visitors.

Tourism can be concluded as the effort to bring tourists or visitors to a particular tourist destination in a certain time by offering a variety of services and comfort.

III. METHODS

This research is a qualitative research, a research with a naturalistic research paradigm that uses a case study method. Data were collected through observation, interviews, and documentation techniques. The instrument in this study is myself, and as a research instrument, the researcher must do self-validation, namely how far the researcher is ready before the process to the research field. As a human instrument, researchers set the focus of research, choosing informants as a data source, namely in the form of leaders in related agencies and non-governmental organizations. Researchers carry out data analysis procedures based on interactive modes, which are carried out continuously which includes three stages: (1) data reduction; (2) data display and (3) conclusion drawing. In this study, data security checks were carried out by triangulation. Triangulation in testing the degree of trust is checking data from various sources in various ways and at various times. In this case the triangulation of sources is examining the degree of trustworthiness of the data by checking the data obtained from a number of communities, NGO organizations and several related government officials. While time triangulation, the researcher tests the data confidence level by checking interviews and observations made at different times.

IV. FINDING AND DISCUSSION

The main data in this study are words and actions, the rest of the observations are additional things such as documents and others. The target in this study is the informants who can provide information in accordance with the focus of this study. The confidentiality of the informants is guarded by identity, and the full name is recorded in the archive. The results of interviews with informants are further elaborated. Based on the results of the study obtained information about the local community empowerment process based on social coordination in the development of tourism potential on the island of Bunaken which has been reduced and verified as follows:

A. Findings of Coordination Actions

According to informants, the government made a socialization program such as, counseling and training to carry out coordination actions in the framework of Community Empowerment, both for individual business activities, groups implemented by PNPM. Coordination actions for business groups by facilitating discussion, sharing or exchanging opinions among fellow members and conducting training on business coordination to the organization, and assisting business organizations through supervision, with close supervision in the form of assistance by the village or village government. Coordination actions are intended to ensure that the activities carried out run smoothly. Safely, orderly, impactfully and beneficially. For example, through skills training, it is expected that the emergence of community members who have the ability to produce handicrafts and also want to work and /or open their own handicraft business.

According to the informant, the empowerment carried out by the Government in developing coordination actions is in the form of socialization and training by facilitating discussion, sharing or exchanging opinions among fellow members, and conducting business coordination training to business organizations, and assisting business organizations through supervision, with inherent supervision. in the form of assistance by the village government or village. Empowerment by the government to develop coordination actions is in the form of socialization and training by facilitating discussion, sharing or exchanging opinions among fellow members, and conducting business coordination training to business organizations, and assisting business organizations through supervision, with inherent supervision in the form of mentoring by village or village government.

According to the Informant, the coordinated action process is the whole process of coordination actions, for example coordinating actions on the implementation of Coastal Sweep / Clean-up activities with a series of processes as follows: 1) Initiative; Activities initiated by the government through the Service Work Program of Manado City Tourism and Culture. 2) Notify / inform: Manado City Tourism and Culture Office corresponds to the local government on Bunaken Island regarding the implementation of Sea Sweep activities; here also involves telephone / cellular telephone communication networks as well as text messages as supporting information. 3) Contact / invite; The Tourism Office calls and or invites for example the Mayor of Manado with a letter of request to attend and open the event. Also invited related agencies to attend and

take part in these activities. 4) Preparing, Manado City Tourism and Culture Office in coordination with the Sanitation Department prepares garbage transportation equipment and motorboats to Manado then with a garbage truck fleet below to the landfill. 5) Carry out; The Manado City Tourism and Culture Office coordinates with the local government and the community on the day of the implementation of the Sea Sweep Beach Cleaning activity.

According to Informants, there are several activities that support coordinated action: 1) Manado City Tourism and Culture Office initiates the implementation of certain obligations to the community, for example carrying out Sea Sweep activities. 2) The local government provides the support and assistance needed for the implementation of Sea Sweep activities. 3) Relevant agencies also take an active role in Sweep activities. 4) Communities and community organizations participate actively / take part in the implementation of the Sea Sweep activities. 5) Waste Disposal from Bunaken Island to Garbage Dump (TPA).

According to the informants, the follow-up of coordinated actions is more focused on monitoring and evaluation, communication and coordinating actions in the implementation of obligations and to strengthen trust in realizing effective network conditions that are beneficial to the progress of the community on Bunaken Island.

According to Informants, the Government empowers Local Communities in the Development of Tourism Potential on Bunaken Island through coordination actions that appear from negative attitudes on several joint activities that must be carried out. For example, there are groups who want to participate in the Sea Sweep activity, arguing that the activities are not paid.

According to Informants, the obstacles faced are, among others, 1) Weather and sea conditions that do not allow the implementation of activities as planned. 2) Natural conditions of Manado bay with a stream that always drags Bunaken Island into a number of rubbish that the cleaning staff cannot afford. Especially at the time of the rain the rivers spew out a lot of garbage to Manado. 3) Not all garbage scattered in the width of Manado bay can be lifted, which in the end the Islands in Manado Region "get" some garbage. Empowerment by the government regarding coordination actions has an impact on: a) smoothness, orderliness, regularity of implementation of activities b) Increased cooperation and togetherness among many parties c) Increased mutual concern on environmental hygiene / conservation; d) Increased quality of tourism objects e) Increased public trust. f) Increased information network, g) Increased network and coordination, h) Increased compliance and compliance with rules i) Increased social life of the community and economic progress of the community. The aforementioned impact arises because of coordinated actions, bringing together many parties involved and doing something in the interest of community progress on Bunaken Island.

According to the informants, the results of Local Community Empowerment in the Development of Tourism Potential on Bunaken Island in terms of coordination actions are that both individuals and groups have knowledge of how to work in a coordinated manner to produce effective and efficient work knowing how to work in groups. Communities also

become skilled at coordinative work, both for fisheries, transportation, food and souvenir sales, diving or snorkeling services, as well as in terms of social responsibility, such as maintaining cleanliness on land and at sea. The community has experienced a better change in attitude, namely being more accommodating to other groups, being more cooperative with the government and NGOs. Communities are also developing in terms of their capacity, where mutual cooperation is actually a universal behavior of every ethnic group, because they are empowered to be more able to do it.

B. Discussion

Discussion of research findings based on capital-based local community empowerment social coordination actions:

In an empowerment perspective, with the government-based social coordination actions capital empowering local communities in the Development of Tourism Potential on Bunaken Island by conducting discussions, sharing or exchanging opinions among members, and conducting business coordination training to business organizations, and assisting business organizations through supervision, with close supervision in the form of assistance by the village government.

Social capital-based community empowerment on elements of coordination actions is carried out by the government by coordinating relevant agencies and NGOs to coordinate in order to realize empowerment programs including tourism activities.

Various programs were launched and several related agencies and NGOs were involved in these programs so that the community could be involved in the empowerment process to the fullest. The involvement of various agencies and NGOs related to carrying out coordination actions becomes an effective way or approach to mobilize the community in empowerment programs. In this approach, the meaning of coordination actions becomes relevant in the empowerment process where coordination actions become one element of social capital. This is in accordance with the meaning of coordination actions, namely for actions to be appropriate and respectful. The objectives and activities can be achieved effectively and efficiently.

In the human capital perspective, the people of Bunaken Island know how to carry out tasks or activities in a coordinated manner. The results of socialization, counselling, coordination actions skills training, also show that they become skilled at carrying out coordinative actions in carrying out obligations. The existence of a positive change in community attitudes towards work or responsibility that requires collaboration requires the community to behave more coordinative.

In prospective social capital, the coordination actions are very important to mobilize various programs launched by the government concerning agriculture, livestock, fisheries, marine and land and sea transportation.

In the tourism perspective, coordination actions are needed to mobilize various tourism development programs and activities. Related agencies and NGOs that have been involved

with the government carry out coordination activities for tourism development. In developing the economic aspects of the community, the coordination actions are needed to coordinate the efforts and results of operations of the community or business group. Coordination actions will result in smooth sales of business products. In addition, coordination actions have taught the community to work coordinatively, both by the government and by the NGOs involved. So empowerment by coordinating actions is very important and must be a pattern of empowerment of the local community of Bunaken Island.

V. CONCLUSION

The empowerment of the local community of Bunaken Island is a government effort to realize empowerment programs for coastal / island communities with low economic status, and closely related to efforts to develop tourism potential on the island. This empowerment has a dual purpose, namely improving the economic level and developing tourism potential.

The government empowers the local community of Bunaken Island with a social coordination action capital showing an example to the community working in a coordinated manner. The community has learned to work in coordinative community and business activities. Work or activities that may be carried out jointly, integratively carried out in good coordination by the government, NGOs or business organizations. However, it still needs to be improved.

The result of this empowerment is the development of human capital in terms of knowledge, skills, attitudinal abilities, and capacity. Likewise social capital in terms of developing coordination actions. Tourism potential is also developing, even the economy of the community is developing.

Even though there are still obstacles, because empowerment is an ongoing process, it is hoped that it will overcome the obstacles that occur.

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